



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **09/21/12-10/18/12**

Contract / Revision **308008 /**

Original Date / Revision
08/15/12 08/16/12

Advertiser **YG Action PAC**

Agency **WF of R Inc.**

Buying Contact

**411 Branchway Road
Richmond, VA 23236**

Product

Super PAC - YG Action Fund

Agency Com 15%

Billing Contact

**411 Branchway Road
Richmond, VA 23236**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **167**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	49	\$52,190.00	\$61,400.00	0.00
October 2012	82	\$95,497.50	\$112,350.00	0.00
Totals	131	\$147,687.50	\$173,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	49	\$52,190.00	\$61,400.00
10/01/12	10/18/12	82	\$95,497.50	\$112,350.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/21/12	09/21/12	M-F 7-9a M-F 7-9a	CM	7-9a	----F--	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1		\$3,000.00		0.00			
N 2	WPTV	09/21/12	10/07/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$850.00	P-2	0.00 NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1		\$850.00		0.00			
Week:		09/24/12	09/30/12	-----S-			1		\$850.00		0.00			



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Contract / Revision

308008

Flight Dates **09/21/12-10/18/12**

Hiatus Dates

Original Date / Revision 08/15/12/ 08/16/12

Order Sep 00:20:00

Advertiser **YG Action PAC**

Product **Super PAC - YG Action Fun** Estimate # **167**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WPTV	09/21/12	10/07/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$850.00		0.00			
N 3	WPTV	09/21/12	10/14/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,000.00		0.00			
Week:		09/24/12	09/30/12	-----S-					1	\$1,000.00		0.00			
Week:		10/01/12	10/07/12	-----S-					2	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	-----S-					1	\$1,000.00		0.00			
N 4	WPTV	09/21/12	10/14/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	2	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					2	\$600.00		0.00			
Week:		09/24/12	09/30/12	-----S					2	\$600.00		0.00			
Week:		10/01/12	10/07/12	-----S					2	\$600.00		0.00			
Week:		10/08/12	10/14/12	-----S					2	\$600.00		0.00			
N 5	WPTV	09/21/12	10/14/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$3,000.00	P-2	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$3,000.00		0.00			
Week:		09/24/12	09/30/12	-----S					1	\$3,000.00		0.00			
Week:		10/01/12	10/07/12	-----S					1	\$3,000.00		0.00			
Week:		10/08/12	10/14/12	-----S					1	\$3,000.00		0.00			
N 6	WPTV	09/21/12	09/23/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$400.00		0.00			
N 7	WPTV	09/21/12	09/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	----F--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$950.00		0.00			
N 8	WPTV	09/21/12	09/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$650.00		0.00			
N 9	WPTV	09/21/12	09/23/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	----F--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					2	\$500.00		0.00			
N 10	WPTV	09/21/12	09/23/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$500.00		0.00			
N 11	WPTV	09/24/12	10/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	15	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					5	\$1,800.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,800.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--					5	\$1,800.00		0.00			
N 12	WPTV	09/21/12	09/23/12	M-F 6-630p	CM	6-630p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00



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Contract / Revision **308008** Flight Dates **09/21/12-10/18/12**

Hiatus Dates

Original Date / Revision 08/15/12/ 08/16/12

Order Sep 00:20:00

Advertiser **YG Action PAC**

Product **Super PAC - YG Action Fun** Estimate # **167**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$3,000.00		0.00			
N13	WPTV	09/21/12	10/14/12	Su 6p	CM	6-630p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
				Su 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,000.00		0.00			
Week:		09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
Week:		10/01/12	10/07/12	-----S					1	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
N14	WPTV	09/21/12	09/23/12	M-F 7-730p	CM	7-730p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,000.00		0.00			
N15	WPTV	09/21/12	09/23/12	M-F 730-8p	CM	730-8p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				M-F 730-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,000.00		0.00			
N16	WPTV	09/21/12	10/07/12	Sa 7-8P	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
				Sa 7-8P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$500.00		0.00			
Week:		09/24/12	09/30/12	-----S-					1	\$500.00		0.00			
Week:		10/01/12	10/07/12	-----S-					1	\$500.00		0.00			
N17	WPTV	09/21/12	09/23/12	M-Su 11-1135p Rotator	CM	11-1135p	----FS-	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
				M-Su 11-1135p Rotator											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----FS-					2	\$1,700.00		0.00			
N18	WPTV	10/01/12	10/07/12	Saturday Prime C	CM	10-11p	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Law & Order: SVU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$750.00		0.00			
N19	WPTV	09/24/12	10/14/12	M-F 7-9a	CM	7-9a	MTWTF--	:30	2	\$3,000.00	P-2	0.00	NM	6	\$18,000.00
				M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$3,000.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					2	\$3,000.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--					2	\$3,000.00		0.00			
N20	WPTV	10/15/12	10/18/12	M-F 7-9a	CM	7-9a	MTWT---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					1	\$3,000.00		0.00			
N21	WPTV	09/24/12	10/14/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$950.00	P-2	0.00	NM	7	\$6,650.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$950.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					2	\$950.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--					3	\$950.00		0.00			
N22	WPTV	10/15/12	10/18/12	M-F 9-10a	CM	9-10a	MTWT---	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					1	\$950.00		0.00			



WPTV

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Contract / Revision **308008** Flight Dates **09/21/12-10/18/12**

Hiatus Dates

Original Date / Revision 08/15/12/ 08/16/12

Order Sep 00:20:00

Advertiser **YG Action PAC**

Product **Super PAC - YG Action Fun** Estimate # **167**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N23	WPTV	10/01/12	10/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					1	\$650.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					2	\$650.00		0.00			
N24	WPTV	09/24/12	10/18/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	12	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$500.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$500.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					3	\$500.00		0.00			
		Week: 10/15/12	10/21/12	MTWT---					2	\$500.00		0.00			
N25	WPTV	10/15/12	10/18/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MTWT---	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					2	\$500.00		0.00			
N26	WPTV	09/24/12	10/14/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					2	\$500.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					2	\$500.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					3	\$500.00		0.00			
N27	WPTV	10/15/12	10/18/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWT---	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					2	\$500.00		0.00			
N28	WPTV	10/15/12	10/18/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWT---	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$1,800.00		0.00			
N29	WPTV	09/24/12	10/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$3,000.00	P-2	0.00	NM	8	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					2	\$3,000.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$3,000.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					3	\$3,000.00		0.00			
N30	WPTV	10/15/12	10/18/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWT---	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					3	\$3,000.00		0.00			
N31	WPTV	09/24/12	10/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	15	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$1,000.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$1,000.00		0.00			
N32	WPTV	10/15/12	10/18/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWT---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					1	\$1,000.00		0.00			
N33	WPTV	10/15/12	10/18/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWT---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00



WPTV

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Contract / Revision **308008** Flight Dates **09/21/12-10/18/12**

Hiatus Dates

Original Date / Revision 08/15/12/ 08/16/12

Order Sep 00:20:00

Advertiser **YG Action PAC**

Product **Super PAC - YG Action Fun** Estimate # **167**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N33	WPTV	10/15/12	10/18/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWT---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					1	\$1,000.00		0.00			
N34	WPTV	10/08/12	10/14/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$1,000.00		0.00			
N35	WPTV	09/21/12	09/30/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
Week:		09/24/12	09/30/12	-----S					1	\$500.00		0.00			
Totals														131	\$173,750.00